

Rouelle, Kate

From: Rouelle, Kate
Sent: Wednesday, September 20, 2006 3:12 PM
Subject: Marketing in the Know

Attachments: weeklycomm_submission.doc; 2006MAPctr.pdf; questions.xls

September 20, 2006

Chief Marketing Officer Updates

- Using Marketing in the Know as an outreach tool
- Updated version of State of Vermont Graphic Standards
- New Marketing and Promotional Partnership Charter
- Statement of Work (SOW) decision notifications

Educational & Collaborative Opportunities

- REMINDER: Cyprian training
- Second call for Photography wish list

Chief Marketing Officer Updates

REMINDER: Using Marketing in the Know as an outreach tool

Audience: ALL

Recently submissions for this weekly marketing communication have been very limited. The weekly Marketing in the Know currently reaches marketing, IT/web, and business managers and business office staff working in state agencies, departments, divisions, programs, and other state entities. One of the main purposes of this communication is to **use this as a channel for sharing information on your own marketing and outreach events or projects**. It is hard to believe there is nothing going on in state government that relates to marketing (no trade shows, ad campaigns, promotions?) This e-mail format is designed to allow readers to quickly scan and find information that is most important to them and it is a great way to share information with fellow state entities. Anyone receiving this weekly communication may submit items to be shared with this statewide audience. Submitted items will be reviewed for applicability to the audience and for the required communication elements. Use the attached form (weeklycomm_submission.doc) to submit your communication items. The form includes the steps for submitting items. Questions contact: Christine Werneke or Kate Rouelle at 828-3367 or marketing@state.vt.us.



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Updated version of the State of Vermont Graphic Standards

Audience: All

The *State of Vermont Graphic Standards* has been updated to correct errors and reflect feedback received over the past few months. Changes worth noting include corrections to the letterhead; updated approved logos; new envelope specifications; and new mailing address label specifications. The updated manual is not attached here due to file size however it will be available on Image Relay by the end of this week. New letterhead templates and Moon Over Mountain logos (.eps and .ai files) have been placed on Image Relay for immediate use. For questions regarding the updated Graphic Standards or to receive an electronic copy please contact Kate Rouelle at (802) 828-3367 or marketing@state.vt.us.

New Marketing and Promotional Partnership Charter

Audience: Marketing and outreach staff, IT and web support staff

In the late 1990's a partnership among State Marketing Entities (agencies, departments, divisions, offices, boards, commissions, branches, instrumentalities and authorities engaging in marketing activities) was created, the Marketing and Promotional (M.A.P) partnership, as a cooperative for accessing marketing services to increase efficiency. Structured as an open forum the M.A.P partnership encouraged the exchange of ideas, information, and resources, for the purpose of creating marketing synergies and operational efficiencies. M.A.P continues to play an important role in supporting the exchange of resources, information, and ideas and acts as a platform for marketing collaborations. Over the last few months the members began drafting a new charter to confirm its current role, goals and objectives, member expectations and general management of the group. Attached is the final charter document. For those "Marketing in the Know" readers that wish to join the M.A.P partnership, please contact Christine Werneke or Kate Rouelle at marketing@state.vt.us, 828-2999.



2006MAPcrtr.pdf (1 MB)

REMINDER: Statement of Work (SOW) decision notifications

Audience: ALL

Just a reminder, when Work Requests are sent out to the promotional services vendors and Statements of Work (SOW's) are received in response, the organization requesting the work (state entity) is responsible for notifying all the submitting vendors once a project is awarded. A template "vendor notification of decision" (regrets) e-mail is being drafted for such purpose and will be available by the end of September. Questions: contact Christine Werneke at marketing@state.vt.us or 828-2999.

Educational & Collaborative Opportunities

REMINDER: Cyprian training

Audience: Marketing and outreach staff

The CMO's office has been informed that both the *1-day Marketing Makeover* and *Plain Language Power* training classes are not yet full, if these classes do not have at least 10 participants each they will be cancelled, so please sign up ASAP before we lose this educational opportunity. Please note: the correct date for the *1-day Marketing Makeover* is Tuesday, October 24, 2006. If you have any questions regarding these new trainings please contact: Audrey Quackenbush, Human Resources Consultant; Cyprian Learning Center, aquackenbush@per.state.vt.us, 802-241-1116 OR Christine Werneke at marketing@state.vt.us, 828-2999.

ACTION REQUESTED

Second call for Photography wish list

Audience: Marketing and outreach staff, IT and web support staff

The Office of the CMO is still in the process of creating a photography master "wish list". To make the list as comprehensive as possible we would like each agency/department/division/program that uses photography on a regular basis to compile a "wish list" of photographs and send it to the CMO's office to incorporate it into the master list. Attached is an excel questionnaire, comprised of three questions, created to assist in the overall creation and understanding of the master list. If you have a need for specific types of photography and would like to be part of a collaborative effort in finding ways to pool and share resources, fill out the questionnaire and send it back to marketing@state.vt.us. Once the master list has been compiled, next steps on how to fulfill the specific needs can be discussed. If you have any questions or comments please contact the CMO's office at marketing@state.vt.us



questions.xls (21 KB)

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to marketing@state.vt.us.

